

EMAIL SUBJECT LINE

Coming up with strong subject lines for an email can be tough. Make sure to keep it short (open rate goes up roughly 35% with short subject lines), and make it attention grabbing. You want to create action and response from those you are contacting. To do that you will need to stand out! Here are a few ideas for you to work into your daily emails.

***Have you tried <x>?** (The name of a new restaurant, show in town, place to hike, etc.)

***If you're struggling with <x>, you're not alone!** Everyone in your industry struggles with common things—point them out and solve them in a new way.

***<Name>, you are busy!** Do your research! Did they just win an award or do an amazing amount of business? Everyone reacts to seeing their name and being noticed. **Personalized subject lines can increase open rates by 50%.**

***<Name> suggested contacting you.** Use that referral name in the subject line. Or did you notice you have a mutual connection on social media? Use that name.

***Would like to help.** Always be figuring out ways to add value.

***Adding an emoji.** An emoji placed in your subject line or email makes a statement and catches your recipient's eye. **In fact, 56% of brands using emojis in their email subject line have a higher open rate.**

***Wednesday Sept. 18th.** This one's my personal favorite. Did you meet them at a networking event? Put that date in. Are you wanting a meeting on X a certain day? Put that date in. It triggers a response. They have to stop and think and creates urgency. "What happened that day or what is happening that day?" No one likes to feel left out or that they missed something.

***<Number> tips/ideas for <pain point>** Use lists! Point out the number and the pain point and then list them in the body of the email. Everyone loves lists.

***I've got an idea for [Topic the Recipient Cares About]** Learn about things they are working on and find authentic ways to possibly add value.

***Adding a video: Adding a video to your email can increase your click rates by 300%.
In this visual world, videos add another layer of personalization to your messages.

To Your Success,

Amy Reczek



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